



## REQUEST FOR PROPOSALS

### Program Rebranding/Design and Standards Manual

#### **Mission & Vision**

##### *The Scholarship Foundation of St. Louis (The Foundation)*

The Scholarship Foundation of St. Louis, a nonprofit organization founded in 1920, is based upon the conviction that an educated society is essential to a healthy democracy. The Scholarship Foundation provides access to postsecondary education to members of our community who otherwise would not have the financial means to fulfill their educational goals.

The Foundation sees higher education as a catalyst, an agent of change for individuals, families, communities, and nations. We envision a community that recognizes the importance of educational attainment and assures positive educational outcomes are accessible to all regardless of economic circumstance. In our community, doors will not be closed to those who lack financial resources, and postsecondary education will be available to all with the potential to succeed.

##### *The Active Advocacy Coalition (AAC)*

Students are the experts. Students know best how higher education policies affect them. Therefore, they should be involved in all levels of decision-making. The Active Advocacy Coalition is working to ensure that students are not only involved in the process but that the processes and systems work best for students.

The Active Advocacy Coalition is a bi-state coalition of students working with [The Scholarship Foundation of St. Louis](#) and informing the work of [St. Louis Graduates \(STLG\)](#). The Coalition believes that low-income, first-generation, and undocumented students have the potential, ability, and right to pursue higher education and that students must be in the center of policy decisions regarding higher education. To learn more about the history of The Active Advocacy Coalition and accomplishments to date, please download our most recent publication – [At Three Years: A Comprehensive Report](#).

## **The Situation**

In 2015, a grant-funded partnership between The Foundation and STLG created The AAC, a state-wide network of college students advocating for higher education. The Foundation served as STLG's fiscal sponsor for the grant at the time and housed the AAC. STLG is no longer engaged in the AAC at the same level and a rebrand feels appropriate to fully incorporate The AAC as a program of The Foundation. Secondly, "Active Advocacy" was coined by The Foundation's Education Policy Interns but has now become tired and is frankly a mouthful.

The project detailed in this RFP is to provide The Foundation with a rebranding strategy that will rebrand The AAC as its program. To be included in this project is the development and adoption of an overall design for marketing materials (PowerPoint Design, Letterhead, Business card for Advocacy Director that includes AAC/Foundation), a tagline, and a standards manual that will assist in carrying out a unified and cohesive marketing approach.

## **The Work**

The Foundation recently completed its strategic planning process (July '19) and an overwhelming outcome was the clear need to better incorporate advocacy into The Foundation's functions. As such, there has been an advocacy committee formed within the board of directors and processes put into place to begin integration. This makes for an opportune time to rebrand. Initially, the color concept was formed by pulling colors from both The Foundation and STLG's general color themes. Of course, this no longer applies. The goal of the rebranding is to build cohesion but also design a brand that stands out. The message should illustrate strength, unity, equity, and power. The AAC is comprised of mostly Black and Brown students and the new branding materials and the selected firm should reflect that demography.

The relatively short lifespan of the AAC and limited social media and marketing presence will work to the advantage of the building of a stronger sub-brand. Designers need not be limited to the prior naming conventions or designs used.

## **Project Scope**

The Foundation is seeking a firm with experience in rebranding non-profit organizations. The selected firm will work closely with The Foundation's Advocacy Director to provide guidance on the project. The firm will also be expected to work with other Foundation students, staff, board members and other interested stakeholders. At the end of the project, the firm will provide Foundation with a brand package that includes a detailed treatment for materials (with graphic elements, fonts and color palettes), a tagline and a standards manual that will guide staff in using the new brand. This manual will need to be a subset of The Foundation's brand standards and be incorporated both physically and aesthetically into the existing standards.

## **Ownership of Final Product/Intellectual Property**

As part of the RFP response, firms will need to provide a brief statement regarding the ownership of the produced materials or provide the firm's policy regarding intellectual property issues. Please include in the proposal what will be required for The Foundation to own the final product.

## **Project Duration**

This rebranding project should take no more 90 days to complete. Advocacy Director and the firm will have bi-weekly phone check-ins to ensure the project is on track.

## **Proposal Requirements**

The proposal **must** include:

- Firm profile, length of time in business and a description of the firm's core abilities
- Portfolio of similar work completed for previous clients including a package showing rebranding, tagline development, and design elements and colors used in a variety of promotional pieces
- Provide a proposed timeline for implementation and delivery - including provisions for departure from timeline or deliverables

- List service fees for the completion of the elements as requested and the total estimated cost to complete the project, the hourly fees (with number of hours estimated) or flat rates - including proposed schedule of payments to be made under the proposed contract
- Biographies for key individual(s) assigned to the project – specific engagement of Black and Brown designers **required**.
- A summary explaining why your firm is most qualified

**All submissions must be sent electronically as a .pdf. Proposals must be submitted in a .pdf format to Karissa Anderson at [karissa@sfstl.org](mailto:karissa@sfstl.org) no later than 11:59pm on August 30, 2019. Late proposals will not be accepted under any circumstances.**

### **Selection Process**

1. Application Submission: The Foundation will determine which firms are best qualified to complete the project based on the information requested in the RFP
2. Finalists: The Foundation will ask the finalists to make a presentation proposing concepts and suggestions for desired outcomes. It is expected that 2-3 firms will be selected for further consideration.

### **Schedule for Selection Process**

- RFP Distributed 8/12/2019
- Proposal Deadline 8/30/2019
- Selected Firms for Further Consideration Notified 9/6/19
- Finalist Presentations 9/9/19-9/13/19
- Selected Firm Notified 9/16/19